



# **Veganomics: The Surprising Science on What Motivates Vegetarians, from the Breakfast Table to the Bedroom**

*Nick Cooney*

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Flip through a magazine, turn on the TV, or browse around online, and it quickly becomes clear: vegetarian eating is on the rise. But just who are vegetarians? How do they make the transition? And what really drives them to take the meat off their plates?

Vegetarians differ from omnivores not just in their eating habits but also in their psychology, personalities, friendship choices, even their sex lives. Extensive studies from around the world show that they vote differently, take different jobs, and have brains that fire differently. This research also provides insight into why people who consider themselves vegetarian may not really be vegetarian at all, and why so many fall off the vegetarian wagon.

*Veganomics* is a fascinating journey through the science on vegetarians and vegetarian eating, shedding new light on how and why people eat the way they do, and what impact their dietary choices can have on the world around us. Be forewarned: after reading this book, you may never look at vegetarians the same way again!

"A must-read for anyone who is serious about making the world a kinder place for animals." -**Gene Baur**, cofounder and president, Farm Sanctuary

"*Veganomics* is among the most important, practical, well-researched, and interesting books to grace the animal advocacy arena in a long time. He has taken the movement to the next level, from the what to the how, and perhaps just in time." -**Jeff Lydon**, executive director, VegFund

"Casting aside philosophy and moralizing, Cooney sifts through the data with a steely-eyed pragmatism towards what works and what doesn't in promoting a cruelty-free diet." -**Bruce Friedrich**, coauthor of *The Animal Activist's Handbook*

"*Veganomics* is a meticulously researched book with major implications for anyone who enjoys meat-free meals. Cooney is the Nate Silver of the vegetarian world, crunching the numbers in an entertaining and engaging way to uncover surprising truths about our diets and ourselves." -**Michael Greger**, M.D., founder, NutritionFacts.org

"Blending demographics and social psychology, Cooney's sharp analysis will provide a wealth of support for the already converted. More importantly, it will make the prospect of joining this impressive and growing cohort of the population irresistible for anyone who thinks seriously about the powerful connection between food and identity." -**James McWilliams**, author of *Just Food* and *The Politics of the Pasture*

"*Veganomics* is one of the most useful and important books on vegetarian advocacy written to date. If you're looking to be a more effective vegetarian advocate, this book is essential." -**Jon Camp**, director of outreach, Vegan Outreach

"This book is absolutely essential for anyone who cares about animals and wants to make a difference. It is an enormous contribution to the animal rights movement." -**Sharon Nunez**, cofounder, Animal Equality

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